



## **GOVERNOR'S TOURISM ADVISORY BOARD MEETING**

### **Agenda**

**Wednesday, September 30, 2020, 1 pm**  
**Dolly Reed Plaza**  
**2<sup>nd</sup> Floor Conference Room**  
**Pierre, South Dakota**

Join Zoom Meeting: <https://zoom.us/j/93015058756?pwd=M2lwN1NkZXINdG15Qm1LVnJqQ0hKUT09>

Phone: +1 312 626 6799  
Meeting ID: 930 1505 8756  
Passcode: 579075

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|---------|---|
| 1:00 pm | Call Meeting to Order – Board President Kristi Wagner                               |
| 1:05 pm | Tourism Board Member Reports  |
| 1:30 pm | Global Marketing and Brand Strategy Update – Mike Gussiaas                          |
| 1:45 pm | Current State of Consumer Sentiment – Mike Gussiaas and Kirk Hulstein               |
| 1:50 pm | Game, Fish and Parks Pheasant Hunting Partnership – Mike Gussiaas and Kirk Hulstein |
| 1:55 pm | Websites Update – Mike Gussiaas and Ann DeVany                                      |
| 2:00 pm | Recap of Rushmore Fireworks Celebration – Wanda Goodman                             |
| 2:05 pm | Industry Outreach, Development and Research Team Updates – Kirk Hulstein            |
| 2:15 pm | 2021 Tourism Conference Update – Wanda Goodman                                      |
| 2:25 pm | Global Media and Public Relations Team Updates – Kaitlyn Richter                    |
| 2:35 pm | Global Travel and Trade Team Updates – Alexa Dorn                                   |
| 2:45 pm | Departmental Updates – Secretary Jim Hagen  |
| 2:50 pm | Open Forum – President Kristi Wagner and Secretary Jim Hagen                        |